



**SAN JOSE DOWNTOWN
ASSOCIATION**

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MEMORANDUM

TO: Michelle McGurk, Senior Policy Advisor, Office of Mayor Chuck Reed
FROM: Scott Knies, Executive Director *SK*
DATE: May 3, 2010
RE: Proposed FY 10-11 Promotions, Events & Marketing RDA/SJDA Services

RECOMMENDATION:

1. Core Neighborhood Promotions	\$40,240
2. Marketing	123,000
3. Communications	32,060
4. Promotional Events	185,600
5. Public Space Programming	114,100
 Total FY 10-11	 \$495,000

BACKGROUND:

Details on the programs and services recommended above are attached. The proposed \$495,000 funding for FY 10-11 represents a 20 percent reduction from SJDA's FY 09-10 Promotions, Events and Marketing contract of \$625,000.

SJDA is prepared to continue a full season (13 free concerts) of Music in the Park, Downtown Ice, Farmers' Market, outdoor movies, Dine Downtown, and South First Fridays, in addition to our other initiatives, including the open house events with high-rise developers and increased office retention work with commercial building owners and tenants.

SJDA's strategic plan is to offset declining City/ RDA funding with increased earned income and Business Improvement District revenues in order to continue providing balanced and quality services and programs to the downtown community.

cc: Hope Shapiro, Development Officer, San Jose Redevelopment Agency

<p>criminal/drug activity in Fountain Alley and at Light Rail station.</p>	<ul style="list-style-type: none"> Staff allocation - .03 FTE Identify district marketing opportunities Implementation of neighborhood marketing piece Facilitate San Fernando street identity campaign <p>Holiday Décor</p> <ul style="list-style-type: none"> Subcontractor to install wreaths, garland and bows on 24 street poles Replacement and maintenance of existing décor Staff allocation - .02 FTE Neighborhood liaison to Historic District Facilitate subcontractor and installation Replacement and maintenance of existing décor 	<p>2,800</p> <p>2,900</p> <p>1,200</p> <p>200</p> <p>1,500</p>
2. Marketing		\$123,000
<p>Promotions Increase patronage of restaurants, entertainment and retail establishments and arts groups by targeting visitors, arts patrons, convention attendees, residents and employees.</p>	<p>Downtown Dining Gift Certificates</p> <ul style="list-style-type: none"> Design and production of gift certificates 80% printing costs for 45,000 certificates Distribution/deliveries of certificates to arts groups Staff allocation - .02 FTE Coordinate participation of restaurants and 15+ performing and visual arts groups Facilitate design, production, printing and distribution <p>Dine Downtown San Jose</p> <ul style="list-style-type: none"> 60% of design, production and distribution costs of event marketing materials - 35,000 fliers, 200 posters, 3 APT posters, cinema ads Expense for 5 out of 18 print ads (2 ads Discover Magazine, 1 ad Metro, 1 ad OutNow and 1 ad Mercury News) Staff allocation - .07 FTE Coordinate restaurant participation Produce City Bites event Facilitate design, production and distribution of collateral and advertising Secure print and media sponsors Design and develop event "prix fixe" menu website <p>Downtown Living Campaign</p> <ul style="list-style-type: none"> Design and production of 5,000 event fliers Expense for ad buys TBD pending developer co-op fees of approx. \$10K each for FY 10-11 program Staff allocation - .04 FTE Work with four high-rise condominium marketing teams to promote the "Destination Downtown" Open House Coordinate approval of collateral and ads Work with media agency Oversee collateral distribution Coordinate pedicab transportation day of event Coordinate messaging with condo developer's public relations teams Event website updates 	<p>4,200</p> <p>400</p> <p>1,400</p> <p>200</p> <p>2,200</p> <p>15,100</p> <p>5,500</p> <p>3,200</p> <p>6,400</p> <p>8,300</p> <p>3,000</p> <p>2,000</p> <p>3,300</p>

<p>Commercial property owner/management and tenant outreach Targeted outreach to help attract and retain business</p>	<p>Commercial owner and tenant outreach</p> <ul style="list-style-type: none"> • Staff allocation - .20 FTE • 48 visits per year • Schedule regular check-in meetings with property owners/managers • Schedule meetings with new businesses to downtown • Agency assigned project coordinator will have option to attend each meeting with SJDA staff or assign another Agency staff member • Provide summary of each visit and identify follow-up items for Agency/City and SJDA staff within one week of each visit • Assist with outreach to BID and PBID members for Agency coordinated events such as Business Resource Seminars and Business Appreciation events • Post Agency produced business “testimonials” to sjdowntown.com/atwork.html and provide a link to the Agency website as testimonials become available • Ensure that new employers are aware of downtown benefits such as events, transit options, and cultural amenities for employee retention • Provide information on programs such as Enterprise Zone tax credit, restaurant boot camps, parking incentive programs, and special tenant improvement program • Coordinate with City and RDA downtown retention/recruitment efforts 	<p>18,000</p>
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Program	Deliverables	Amount
Advertising Leverage existing marketing partnerships to produce a year-round advertising campaign that represents downtown San Jose as a regional destination and Silicon Valley's creative urban center.	Print Advertising Campaign <ul style="list-style-type: none"> Expense for 15 out of 30 ads for Holiday and special issues campaign (2 ads Mercury News 2 ads Metro 2 ads El Observador, 2 ads Silicon Valley Community Newspapers, 2 ads Wave, 2 ads OutNow, 3 ads Discover Magazine) Staff allocation - .10 FTE Coordinate design and production of ads Incorporate campaign elements into other ads, collateral and campaigns Collaborate with DOT to include parking message Negotiate advertising rates Outreach to downtown businesses Purchase approved media 	26,200 17,000 9,200
	Radio advertising campaign <ul style="list-style-type: none"> 60% of expense to develop and run a radio campaign during the summer and holiday event season on MIX and KBAY (4 to 5 weeks) and KLIV (3 weeks). Campaign consists of radio spots, web presence, banner or tile ads, streaming and street team marketing at station-sponsored events. Staff allocation - .07 FTE Collaborate with DOT to include parking message Purchase approved media Manage production of radio spots Develop campaign media schedules 	20,800 14,500 6,300
	Online marketing campaign <ul style="list-style-type: none"> Purchase approved online media for Developer Open House event and Dine Downtown Staff allocation - .04 FTE Research and incorporate search engine marketing and social networking opportunities into Downtown Living and Dine Downtown programs 	10,700 7,000 3,700
Collateral Increase awareness of downtown businesses and events.	Official San Jose Visitors Guides (OVGs) <ul style="list-style-type: none"> Distribution of 10,000 OVGs Staff allocation - .04 FTE Work with the Convention and Visitors' Bureau and publisher on downtown content Outreach to downtown businesses about advertising opportunities Oversee distribution and delivery requests 	4,800 1,000 3,800
	Holiday and summer event brochures <ul style="list-style-type: none"> Distribution of 40,000 holiday event brochures to downtown ground floor retail, office building, downtown events and outside downtown Distribution of 40,000 summer event brochures to downtown ground floor retail, office buildings, 	7,100 1,000 1,000

Collateral (cont'd)	downtown events and outside downtown	
	<ul style="list-style-type: none"> Staff allocation - .06 FTE Gather and proof listings and all other content Collaborate with DOT to include parking message and update downtown map Oversee distribution 	5,100
	Downtown walking map	5,400
	<ul style="list-style-type: none"> Distribution of 60,000 walking maps to ground floor retail, office building, downtown events – 2 times per year. 	1,000
	<ul style="list-style-type: none"> Staff allocation - .05 FTE Update and proof listings and other content Collaborate with the DOT to include parking message and update downtown map Oversee distribution 	4,400
	Automatic Public Toilet (APT) and SoFA Kiosk Posters	2,400
	<ul style="list-style-type: none"> Expense to print 3 APT posters 	1,000
	<ul style="list-style-type: none"> Staff allocation - .02 FTE Oversee and coordinate rotation and installation of APT posters 10-15 times per year Oversee and coordinate poster installation in SoFA kiosks 20 times per year 	1,400

3. Communications		\$32,060
Web site and Newsletter Strengthen effectiveness of sjdowntown.com and the newsletter as a tool for downtown business and property owners, customers, residents, visitors, and others seeking information about downtown and SJDA.	SJDA web site	14,800
	<ul style="list-style-type: none"> 25% of subcontractor expense for advanced technical maintenance and updates, including enabling the tracking of “unique visitors” to the Home and Primary Pages and from the “Live Here” page to the featured developer websites on a monthly basis. 	1,400
	<ul style="list-style-type: none"> Website hosting 	1,000
	<ul style="list-style-type: none"> Staff allocation - .14 FTE Writing and content collection for site as well as weekly Downtowner Online Creation of needed new pages Daily page maintenance Coordinate with technical subcontractors 	12,400
	Downtown Dimensions	17,260
	<ul style="list-style-type: none"> 34% of subcontractor expense to print and mail 12 monthly newsletters 	6,560
	<ul style="list-style-type: none"> Staff allocation - .12 FTE Report, write and edit 25 monthly elements Facilitate monthly photography, design, proofreading and printing Mailing list and distribution oversight, including online, email and web 	10,700

4. Promotional Events		\$185,600
Farmers' Market Increase sales for businesses; increase foot traffic; increase event attendance; brand as premier farmer's market in the region.	Farmers' Market, Fridays, July 9 – December 17, 2010 and May 6 – June 24, 2011 <ul style="list-style-type: none"> 83% of subcontractor expense to design and produce event marketing materials - 30,000 fliers, 250 posters, 150 VTA Light Rail station posters, 3 APT posters Staff allocation - .07 FTE Implementation of 31 markets Manage production and distribution of event marketing collateral, including surveys and parking validations Produce and disseminate event public relations Secure media and non-media sponsors Coordinate logistics with neighborhood businesses Coordinate all necessary city permits (Total FMKT project budget is \$57,000) 	9,500 3,000 6,500
Music in the Park Increase event attendance at Plaza de Cesar Chavez; increase business for neighboring establishments; produce 22 nd season in 2010, launch 23 rd season next June, 2011.	Music in the Park, Thursdays, June – September <ul style="list-style-type: none"> Design, produce and distribute event marketing materials - 35,000 fliers and schedule cards, 500 posters, 4 APT posters 32% of expense for musical talent Staff allocation - .46 FTE Oversee and manage production of event collateral Produce and disseminate event public relations Secure media and non-media sponsors Implement and manage concert production Secure all musical talent Serve as liaison with surrounding businesses (Total MIP project budget is \$614,000) 	76,200 10,000 24,000 42,200
Downtown Ice Increase the number of families' downtown during the holidays; increase activity and excitement downtown during the holidays.	Downtown Ice in the Circle of Palms, November 19 – January 17, 2011 <ul style="list-style-type: none"> Design, production and printing of marketing collateral - 55,000 fliers, 200 posters, 150 VTA Light Rail station posters, 4 APT posters, 20 transit shelters, 20 billboards, 30 bus tails Distribution of event collateral Paid advertising – ads in Broadway San Jose programs, neighborhood newsletters 5% of event set-up/tear down expenses Staff allocation - .61 FTE Secure media and print sponsors Produce and disseminate event public relations Oversee and manage event set-up/tear down Initiate and implement holiday cross-promotional activities with other downtown partners Hire and coordinate seasonal operations staff Liaison to surrounding businesses and property owners (Total Ice project budget is \$870,000) 	99,900 26,000 1,000 1,400 15,600 55,900

Program	Deliverables	Amount
Public Space Programming		\$114,100
Enliven public spaces throughout the Downtown core; increase foot traffic for Downtown businesses and provide consistent public events and entertainment for visitors, workers, and residents; reinforce the idea that there is always something fun and interesting to do in the core; attract local audiences who might not otherwise come Downtown; facilitate the production of a variety of small events.	Phantom Galleries	29,000
	<ul style="list-style-type: none"> Subcontractor expense to implement installation of six art exhibits in vacant storefronts, each rotated two to three times/year throughout the Downtown core; manage artist selection for all installations; and maintain Phantom Galleries website 	21,400
	<ul style="list-style-type: none"> Staff allocation - .08 FTE Promote Phantom Galleries (PG) program through various SJDA public relations mechanisms Oversee and coordinate PG subcontractor Liaison with business and property owners for gallery spaces 	7,600
	Outdoor Movies	45,200
	<ul style="list-style-type: none"> Design, printing and distribution of marketing collateral - 15,000 fliers and 200 posters 	3,500
	<ul style="list-style-type: none"> Pre-screening trailer and activities 	1,500
	<ul style="list-style-type: none"> Movie rights 	5,000
	<ul style="list-style-type: none"> City service costs 	5,000
	<ul style="list-style-type: none"> Event set-up/tear down 	15,000
	<ul style="list-style-type: none"> Staff allocation - .17 FTE Plan, publicize and execute three outdoor screenings, June 9, July 14 and August 11, 2010, in San Pedro Square Plan, publicize and execute three outdoor screenings, June 16, July 21 and August 18, in the Historic District Plan, publicize and execute three outdoor screenings, June 23, July 28 and August 25, in SoFA Coordinate and produce pre-screening activity Serve as neighborhood liaison in each location 	15,200
	Holiday Caroling	12,500
	<ul style="list-style-type: none"> Holiday carolers 	7,500
	<ul style="list-style-type: none"> Staff allocation - .05 FTE Recruit and schedule talent for holiday caroling in San Pedro Square and Historic District December 11 – 23, 2010 Manage scheduling and implementation Neighborhood liaison in each location 	5,000
	SoFA Street Market	27,400
	<ul style="list-style-type: none"> Production expense to produce three outdoor street markets to coincide with South First Fridays art gallery walks in August and September 2010 and June 2011 	20,000
	<ul style="list-style-type: none"> Staff allocation - .08 FTE Oversee and manage subcontractors Serve as neighborhood liaison Coordinate all necessary city permits 	7,400